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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/721,135	11/25/2003	Robert Kronenberger	00130P0146US	6333

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WOOD, PHILLIPS, KATZ, CLARK & MORTIMER
500 W. MADISON STREET
SUITE 3800
CHICAGO, IL 60661

EXAMINER

SUTTON, ANDREW W

ART UNIT	PAPER NUMBER
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3765

MAIL DATE	DELIVERY MODE
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08/21/2007

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary

Application No.

10/721,135

Applicant(s)

KRONENBERGER, ROBERT

Examiner

Andrew W. Sutton

Art Unit

3765

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 08 June 2007.
- 2a) ☒ This action is FINAL. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-3 and 5-21 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-3 and 5-21 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 03 November 2005 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. _____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☐ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____

- 4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: _____

DETAILED ACTION

Response to Arguments

Applicant's arguments filed 6/8/07 have been fully considered but they are not persuasive and the rejection stands.

The applicant argues that the indicia of the applicant's invention modifies the cap as the indicia of Miller modifies the measuring cup. The examiner respectfully disagrees as the new indicia of Miller modifies how the user would use the cup as stated in the previous action. It is not only the content of the information that supports patentability, as claimed by the applicant, but how that content relates to the structure. That applicant's invention includes information placed on the hat at specific locations, but the examiner fails to see how the information modifies the structure of the cap as in the case of Miller. With the addition of the information to the cap, the cap still functions as a cap as it does without that information.

The applicant further argues that the indicia of Miller did not modify the shape or function of the cap, but permitted a new function. The applicant's cap has specific information placed at specific locations on that hat. This provides no new function as that the hats of the prior art have information placed at various points on the hat. In each case, the hat is used a medium to display information.

It regards to the cap depicted in Appendix A, because two entities developed the concept does not support patentability. The fact that two separate entities developed the concept would support the obviousness of the concept.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1-3, 5-9, 11-15, and 16-18 are rejected under 35 U.S.C. 103(a) as being unpatentable over Loeffelholz (US 6,175,963) in view of Kronenberger (US 6,370,696). Loeffelholz illustrates a hat in fig. 2 including a logo 32 that are can be placed at various points around the circumference of the crown portion of the hat. The hat has a front, rear, left and right side as the applicant claims. The hat of Loeffelholz has the eight octants claimed since, as the applicant states, "the octants are not discernable, viewable divisions" and have no structure. The hat of Loeffelholz has a forwardly extending brim 24 with not other brims protruding from the hat and is a conventional style cap. Loeffelholz does not explicitly disclose a front right or left side identifying an event or showing a plurality of participants on the various rear and side octants claimed. Kronenberger discloses a cap in Figs. 1-5 and 10-15 that discloses various designs that include school, object, information, team, email, etc. at various points around the cap. It would have been obvious to one of ordinary skill in the art to place the information such as sporting event, and participants on a cap in the various positions claimed. Further, it is the opinion of the examiner that the information claimed, provides no structure to the cap that is not shown in the prior art are mere design choices. In regards to aesthetic design changes, *In re Seid*, 161 F.2d 229, 73 USPQ 431 (CCPA 1947), "The court

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found that matters relating to ornamentation only which have no mechanical function cannot be relied upon to patentably distinguish the claimed invention from the prior art." The applicants claims no structural limitations that the prior does not show, as stated in the previous and current office actions.

As to claims 2-3, 6-8, 11-14, and 16-18, the claims provide no structural limitations to the cap and are mere design choices of logos/information that would have been obvious to one of ordinary skill in the art. Whether or not a person can see or identify a logo/information would be based on totally a specific situation as to where the viewer is viewing the hat and also provides no structure limiting the hat. The various placement of logos and information provide no structural limitations over the prior art and also are mere design choices and would have been obvious to one of ordinary skill in the art as shown in Figs. 1-5 and 10-15.

As to claim 5, Kronenberger illustrates in Fig. 13 the hole number on a golf course being placed on the hat at the bill 24.

As to claim 9, Kronenberger illustrates the crown portion 10 of the cap being an inverted cup shape as shown in Fig. 13.

As to claim 15, Kronenberger discloses that logos can be embroidered (Col. 2 line 24).

Claim 10 is rejected under 35 U.S.C. 103(a) as being unpatentable over Loeffelholz (US 6,175,963) in view of Kronenberger (US 6,370,696) in further view of Park (US 6,408,443). Loeffelholz/Kronenberger teaches the device substantially above. However Loeffelholz/Kronenberger does not teach the use a hat that is made in the

form of a visor. Park teaches (Fig. 2) that hats including logos 11 can have an opening 1 in the crown area. It is commonly known in the art to make hats in the form visors. It would have been obvious to one of ordinary skill in the art to combine the teaching of Loeffelholz/Kronenberger and Park to give a hat that would allow for increase airflow.

Claims 19-21 are rejected under 35 U.S.C. 103(a) as being unpatentable over Loeffelholz (US 6,175,963) in view of Kronenberger (US 6,370,696) in further view of Armstrong (US 5,584,076). Loeffelholz/Kronenberger teaches the device substantially above. However, Loeffelholz/Kronenberger does not teach the use of an adjustable strap along with an opening with a logo provided on the adjustable portion of the hat. Armstrong illustrates in Fig. 1 an opening in the back of the hat with an adjustable strap 20 located across the opening. A logo 46 is located on the hat. Armstrong does not explicit state that the logo identifies an event. However, the applicant does not state any unexpected results or criticality as to why the logo must identify an event. The examiner feels that the logo of Armstrong is capable of identifying an event. It would have been obvious to one of ordinary skill in the art to combine the opening and strap of Armstrong to the hat of Loeffelholz/Kronenberger to provide adjustability in the hat to allow for the ability of wearer's with multiple head sizes.

Conclusion

THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

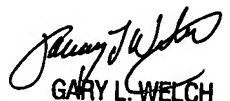
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A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Andrew W. Sutton whose telephone number is (571) 272-6093. The examiner can normally be reached on Monday - Friday 7:30-4:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Gary L. Welch can be reached on (571) 272-4996. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).


GARY L. WELCH
SUPERVISORY PATENT EXAMINER
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